

**Written Q/A – First 5 California Public Relations Contract
Addendum
January 12, 2005**

2. Eligibility Requirements – Will a firm qualify if only 2004 billings equal \$5 million but there is demonstrated growth in years 2002 and 2003?

Answer: Correction: Yes.

59A. Will there be a penalty if the primary firm is under \$2M but have demonstrated at least 100% annual growth rate per year.

Answer: Correction: See #2 above, Eligibility Requirement. Clarification: A primary firm that has not achieved \$5 million in gross billings in at least one of the three years (2002, 2003, 2004) and demonstrated growth in the other years will not qualify for this RFP.

Question: Page 6 – Gross Billings: Are you asking for confirmation of \$5 million in fees or \$5 million in fees and expenses?

Answer: We are asking for \$5 million in gross billings, which includes both fees and expenses.

8. The forms that are needed for the subcontractors. You also want references on subcontractors...does that mean you do not need capabilities or any attachments on subcontractors?

Answer: It would depend on the services or the level of detail the subcontractor is going to perform. You (the prime contractor) should ask yourself, are the services a major piece of the project or is it a service/commodity being received such as printing, office supplies, etc? If it is a major piece of the project, we do not need financial forms on the subs, but we would like references, resumes and org charts.

Clarification: Are you going to ask for the same materials for the DVBE? The DVBE is usually a sub so they do fall under this category.

Answer: Yes.

Question: Good Faith Effort...The interpretation seems to vary from agency to agency...is it really or would you prefer to get a live warm body.

Answer: The objective of the State of California is to get DVBE's involved in the contract and get money out to them. It is not to cut them out of the contract or use the process to circumvent including DVBE's in the contract by seeing how

creatively you can draft a proposal to rule them out by making as little effort as possible and documenting a Good Faith Effort. We want you to get out there and find DVBE's and small businesses and include them in your contract. Our objective is to spread the dollars and get everyone involved in your contract.

You start out seeking 3%, but if you only come up with 2.5% after looking under every rock and hard place to find a DVBE and you have documented all these efforts by following all the DVBE requirements found in the package provided here today, then you have completed the good faith effort. Do not discount the 2.5%, if that is all you can obtain, then this should be included in your documentation as well and submitted in the proposal. If awarded the contract, you must use the DVBE that you say you are going to use or you are in violation of the law.

To further clarify the questions asked earlier about what to include for DVBE/sub-contractors, such as printing jobs (supplier), you do not need to provide financial forms or org charts, for this type of work.

13. The RFP does have page limits on work samples (pg. 8 RFP, #7). So, can you please re-visit the question submitted? Can we include, for examples, copies of media coverage that support the 2-page limit on the description of the media relations campaign without being counted against the 2-page limit?

Answer: Your supporting documents will not be counted against the 2-page limit.

15. Is the \$450,000 just for management and oversight? If trainings and materials developed for the general PR contract are shared or developed for both arms of the campaign, can the costs come out of the general PR budget?

Answer: No. The cost for trainings or materials cannot come out of the general PR budget. Administration of the Statewide Partnership Program cannot exceed \$450,000 total over three years.

30. Re: Item 9 Collaboration with Statewide Organization Experiences – often times collaboration like this does not require actual grant administration. Are you looking for this type of funding experience specifically with statewide orgs?

Answer: Clarification: Yes, we are looking for this type of funding experience with statewide organizations.

36B. Page 8, and in reference to the new budget scoring system in the RFP, how do you evaluate the extensiveness of the scope of work being provided for the total price bid? Work and hours will vary dramatically based on the actual work proposed. In addition, how are the hourly rates evaluated?

Answer: Under the State's RFP Secondary Bidding Method the scoring of the cost proposal must be at least 30% of the total point value with the remaining 70% going to the written portion of the proposal. The proposal is evaluated in its entirety and more weight is given on the performance than to the cost. Refer to Pre-Bid Conference Questions/Answers, #4.

56. On page 26, should the hours and cost be for the entire contract or do you want it broken out per fiscal year?

Answer: Correction: Refer to 35 in the Written Questions/Answers.

64. How much of the budget was spent in fees versus hard costs or other associated costs?

Answer: Correction: The percentage breakdown of fees versus expenses during the PR contract is: 77% fees; 23% expenses.